

Communication Plan

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1. Why do we need one?

Clarity, consistency, accountability.

Our recent family survey brought up communication between school and home as one of the biggest challenges facing parents and carers.

We want to make sure that our channels of communication and responsibilities around communication are clear, and enable everyone in our community to feel informed and valued.

2. What's the overview?

- All communications within our community should be -in line with our school community rules- respectful.
- Avoid last-minute at all costs - we value you, and our communications enough to make sure we're working as far in advance as reasonable and useful.
- To plan ahead, but accept that in doing so, these plans can be subject to change, through no fault of the school.
- We're going to use email as our primary means of getting all non-urgent information to you. This will be bundled together as far as possible to ensure that you're getting one Friday mail drop each week with the stuff that you need to know.
- Anything we email out will be uploaded to a communications archive on the school [website](#). ('News and Events' tab on the menu bar at the top of the site)
- Urgent communications will still be via phone-call, and/or by text message.
- Facebook will be used as a community tool for engagement - to chat, and share, but not for important information. There will still be requests to get involved or for support.

3. Why will this work?

For the first time, we've got a strategy that's clearly laid out, and has a clear delineation of responsibility and expectation, so that everyone involved knows what's expected from them, when it's expected, and what they can expect to get as part of the strategy. We're not saying that we can avoid mistakes in the future entirely, but we've done an awful lot to try and mitigate against the most obvious ones. We'll review everything before the Xmas break to see how the plan has been realised.

4.School → home communications

	Channel	Audience	Purpose	How often is it used?	Who's involved?	Content/Examples
A	Email (1)	Parents/Carers	Inform (non-urgent)	Weekly - Friday (Dringhouses Digest)	Teaching staff / Office staff / Leadership team / PTA team	Music information, wider community initiatives, trip letters, requests. Phase newsletters (end of half-term), School newsletters (end of half-term), PTA mail-outs Special mention invite
	Email (2)	Parents/Carers	Inform (urgent) - (supplementing phone-call/text with official written notification)	Immediately - as required	Office staff	Notification of accident - E.G. 'Head-Bump letters' Notification of Timeout (behaviour) - E.G. Timeout A letter
B	Tapestry	EY/KS1 Parents/Carers	Inform (non-urgent) Build community Value	As and when used by EY/KS1 to record and publicise learning	Teaching / Support staff	Classroom learning / school events
	Instagram (feeds into Facebook and onto website)	Parents/Carers Prospective Families	Inform - (non-urgent) Persuade Build community	As and when used by KS2 to record and publicise learning	Teaching /Support staff	Classroom learning / school events
	Facebook	Parents/Carers	Inform - (non-urgent) Persuade Build community	Weekly community conversations When drawn from Instagram content (as above)	Teaching staff / Support staff / Leadership team / PTA	Feeds from Instagram Positive community conversations PTA information/communications
C	ScholarPack App	Parents/Carers	Inform school	As required	Parents/Carers	Permission requests for trips/club/payment Updates to details
D	Paper	Parents/Carers	Inform (non-urgent)	End of each half-term	Teaching staff / Office staff	Phase Newsletter
E	Text message (feeds into Email 2)	Parents/Carers	Inform (urgent)	Immediately - as required	Office staff	Notification of accident / Notification of Timeout - direction to check email for corresponding letter
F	Phone call / in person	Parents/Carers	Inform (urgent and non-urgent) Engage	Immediately - as required	Teaching staff / Office staff	Notification of accident requiring parental/carer involvement Notification of behaviour requiring parental/carer involvement Discussion around progress Positive phone-calls home about behaviour/progress
G	Website	Parents/Carers Build community Prospective Families	Inform (non-urgent) Archive communications Persuade	As content from other channels is produced	Office staff / Leadership Team	Archive of all communications - newsletters, Dringhouses Digests, trip letters: 'News and Events' tab in top menu bar School calendar

5.What will you get?

A.Email:

1. A phase newsletter (also provided on paper - this will be the only communication provided on paper. (D)*) for your child's class at **the end of each half-term**, with the key information and dates needed for the half-term ahead.
2. A school newsletter **at the end of each half-term** that summarises and celebrates some of the happenings from the half-term in EY, KS1, and KS2, and provides school-wide dates for the half-term ahead.
3. A 'Dringhouses Digest' **on Friday** that includes all of the content/mail collected during the week into one mail-out; anything that needs
4. If your child is in a Special **Mention Assembly**, you will get an invite on the **Monday** of the week, to attend (in person or on Zoom) on the **Friday**. We will celebrate the child's successes for the previous week. This is to give you plenty of time to arrange attending where possible.

B. Facebook:

1. Content from the school's Instagram feeds (Classes 6,7,8,9,10,11)
2. A chance to engage with the rest of the community on the school's private group

E.F.Phone/Text:

(Note - our system sends text notifications to your phone via the ScholarPack app if you have it, and have it connected to your child/ren: PLEASE CHECK THAT YOU CAN SEE ALL OF YOUR CHILDREN LISTED ON THE APP.

Without the app, the system then sends a text message.

For minor/major-accidents we will bypass this and will always send a text (SMS), but in other cases, the system will run as described.)

1. Communications required on an individual child basis:
 - a. Non-serious accidents - a text message and an email
 - b. Serious accidents - an immediate phone call, text message and an email
 - c. Non-serious behaviour related incidents - a text message and an email
 - d. Serious behaviour related incidents - an immediate phone-call, text message and an email

G.School website:

1. Newsletters, trip letters, Dringhouses Digests will all be uploaded, to enable an 'if in doubt', it's on the website approach to the communications that have gone out.
2. Calendar with all events planned across the school

6.Permissions and Trips

We try to make permission slips and form filling as easy as possible for our families. This year we are making far greater use of Google Forms to collect information. These online forms work on all devices and should be a lot less time consuming for parents. They also don't rely on the children to remember slips and forms...something children may often forget in our experience!

TRIPS: Permission will be collected via ParentPay if the trip has a paid element, or via ScholarPack (App) - this instruction would be sent out with the Friday Dringhouses Digest

SPORTS FIXTURES: Notification of the fixture will be on the Friday Dringhouses Digest, along with an instruction to check your email inbox if your child is directly involved in the fixture - an email would be sent separately to those children's families with a permission / information form.

CLUBS: A Google Form will be used to collect names of those interested in clubs taking place in school. Children will be notified of their involvement, alongside an email to inform parents/carers.

*****NOTE: trips, sports fixtures, clubs will be trialling these new systems of sign-up and notification to families to minimise the reliance on paper records, and to make the process more streamlined. *****

7.Home → school communications

	Channel	Audience	Purpose	How often is it used?	Who's involved?	Content/Examples
A	Email	School / Teaching staff / Senior Leadership Team / Office team	Inform	As required	Teaching staff / Office team/ Leadership team / PTA team	Emails to staff about children in class Emails to notify about appointments/absences
B	Tapestry / Facebook	School / Teaching staff	Inform (non-urgent) Community Value	As and when used by EY/KS1/KS2 to record and publicise learning	Teaching / Support staff	Continuing discussion started on these informative/celebratory platforms
C	ScholarPack App	School / Teaching staff / Leadership Team / Office team	Inform school	As required	Office staff, then to redirect if required	Permissions given for trips/club/payment Updates to details Absence reported
F	Phone call / in person	School / Teaching staff / Senior Leadership Team / Office team	Inform	Immediately - as required	Office staff, then to redirect if required	Absence reported Conversation with Office team Meetings arranged with members of staff

Home → School ← Home

How do I find out about:	
a trip	website school newsletter phase newsletter email
homework	
learning next half-term	
PTA dates	
term dates	
clubs - availability/attendance	ScholarPack app
governance	website
uniform	
a behaviour problem	phonecall text email
an accident	
my child's progress	Progress reports parents' evening
day-to-day learning	Facebook/Insta/Tapestry
Special mention assembly	email text

How do I tell someone about:	
my child's illness/absence	phonecall ScholarPack app
lunch choices	ParentPay
trip / experience payments	ParentPay
a concern about my child	email phonecall
something great in school	Facebook/Insta/Tapestry email phonecall
trip permissions	ScholarPack app
club permissions	
detail changes	

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